

NEWS RELEASE

For immediate release: (10/12/2016)
Media contact: Gregory Brown 417-256-1809

Howell County, Missouri Department of Agriculture—livestock, crop, etc. Gregory & Karol Brown at the Lucky Falling Star Ranch receives Agricultural Stewardship Assurance Program certification

West Plains, Mo. – **Gregory & Karol Brown**, a **Howell County** producer, received their Agricultural Stewardship Assurance Program (ASAP) certification in Energy, Farmstead, Grassland and Livestock. **Gregory & Karol** operate the Lucky Falling Star Texas Longhorn Ranch in West Plains. ASAP was launched by the Missouri Department of Agriculture in August 2015 to recognize farmers who are doing the best for Missouri's land, farms and families.

“By and large, Missouri's farmers and ranchers are good land stewards, because they know that it's vital to long-term profitability, sustainability and quality of life for them and those who will work the land in the future,” said Director of Agriculture Richard Fordyce. “Producers like Gregory & Karol plan in detail, use precision technology and implement strategies to achieve sustainability and good stewardship in their operations and we applaud them for their efforts.”

The Missouri Agricultural Stewardship Assurance Program is a certification program that champions Missouri farmers who are responsible stewards of the land, provide safe food for consumers, practice environmental stewardship and use science-based technology for growing safe and dependable feed, fuel or fiber in a socially and economically sustainable manner.

The goals of this program are to increase consumer confidence and acceptance in agriculture and its producers, provide producers with additional global marketing opportunities and educate and encourage producers about the importance of environmental stewardship. ASAP will better communicate, recognize and promote the good stewardship and sustainability that Missouri producers continue to practice and improve upon.

Producers can become certified in one or more categories including grassland, livestock, forestry, cropland, farmstead and energy. This program has the potential to frame Missouri agriculture as a leader in sustainability both nationally and internationally.

For more information about ASAP, or to submit an application online, visit www.ASAP.farm.

###

NEWS RELEASE

For immediate release: April 13, 2016
Media Contact: John Smith, (573) 301-1111

Cole County cattle and row crop producer receives Agricultural Stewardship Assurance Program certification

WARDSVILLE, Mo. – John Smith, a Cole County producer, received his Agricultural Stewardship Assurance Program (ASAP) certification in livestock, cropland and farmstead. John Smith operates a corn, soybean and cattle farm in Wardsville. ASAP was launched by the Missouri Department of Agriculture in August 2015 to recognize farmers who are doing the best for Missouri’s land, farms and families.

“By and large, Missouri’s farmers and ranchers are good land stewards, because they know that it’s vital to long-term profitability, sustainability and quality of life for them and those who will work the land in the future,” said Director of Agriculture Richard Fordyce. “Producers like Smith plan in detail, use precision technology and implement strategies to achieve sustainability and good stewardship in their operations and we applaud them for their efforts.”

The Missouri Agricultural Stewardship Assurance Program is a certification program that champions Missouri farmers who are responsible stewards of the land, provide safe food for consumers, practice environmental stewardship and use science-based technology for growing safe and dependable feed, fuel or fiber in a socially and economically sustainable manner.

The goals of this program are to increase consumer confidence and acceptance in agriculture and its producers, provide producers with additional global marketing opportunities and educate and encourage producers about the importance of environmental stewardship. ASAP will better communicate, recognize and promote the good stewardship and sustainability that Missouri producers continue to practice and improve upon.

Producers can become certified in one or more categories including grassland, livestock, forestry, cropland, farmstead and energy. This program has the potential to frame Missouri agriculture as a leader in sustainability both nationally and internationally.

For more information about ASAP, or to submit an application online, visit www.ASAP.farm.

###